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Pioneering Digital Media.

RADIANT INSTALLS BIG SCREEN AT BALLINCOLLIG

Radiant Ireland installed Ireland's first suspended video wall in October 2005 in Ballincollig, County Cork. The video wall, which comprises nine Margay Rear Projection Cubes provided a centrepiece for the opening day of the New Ballincollig Town Centre. The 'Big Screen' carries a mixture of public information, entertainment, centre branding and third party advertising.

Margay Rear Projection Video Displays

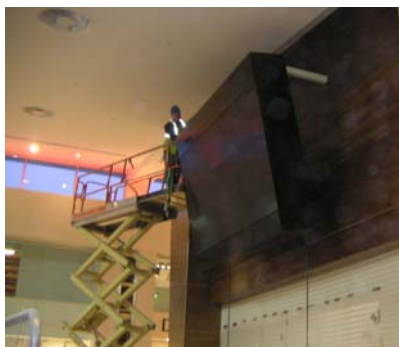
The Margay Video Cube is manufactured by Clarity Visual Systems and is the building block of a high resolution video wall which can be scaled to any size. Since the picture goes all the way to the edge of the cube screen's walls are constructed without any frames between units ('zero mullion'). Even in natural lighting conditions this style of wall offers significant cost and performance advantages over LED walls. As each Margay unit is a wide screen high resolution display, picture quality does not degrade as you move nearer the display. The cost and weight of the units are considerably less than LED walls.

Bringing the Big Screen Experience

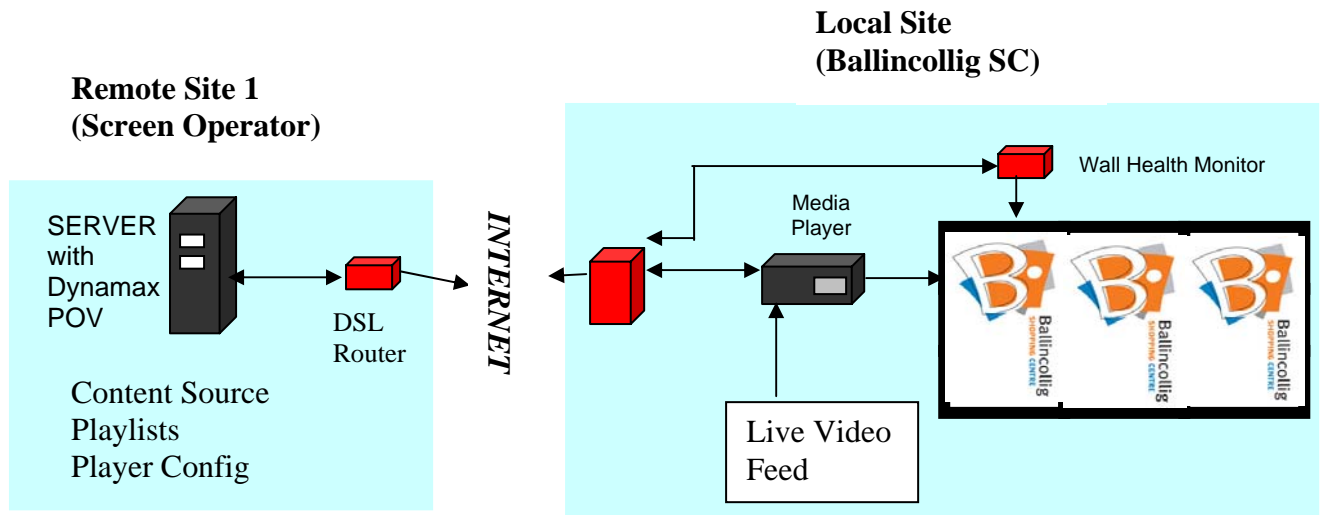
Radiant was engaged by the Ballincollig developers, O'Flynn Construction, to provide a 'big screen' over the Winter Garden Café, a focal point in the centre, surrounded by it's anchor stores. As the area had shop fronts on all sides, a video screen had to be above store eye line and large enough to engage an audience throughout this central area. Provision was required for scheduled centre information, advertising, live events and continuous news feed in the form of a ticker display.



Radiant Integrated Solution



Radiant provided a 150" diagonal display to provide adequate impact in the area. To provide a big TV look, the screen was suspended 4 meters above floor level. The screen was slightly tilted to ensure the optimum viewing conditions. The screen size provides an exciting viewing experience for those seated in the Winter Garden area while ensuring adequate impact for advertising messages right to the rear of the arcade.



Radiant provided a specially constructed hanging frame which presents the wall as a single entity. The wall is suspended using electric hoists with backup safety elements. The hoist system allows the wall to be easily lowered for occasional maintenance without special equipment.

Video content is controlled by a networked media player with a broadband connection to the content provider retained by shopping centre management. In addition the Video wall is connected via an intelligent monitoring system to Radiant Service, providing hardware performance information and automatically alerting service personnel in the event of a problem.



Lastly, to provide the option of live event coverage, the system can accommodate a live feed from terrestrial or satellite television.

Feature Summary

- Suspended Wide Screen 3.3M x 1.9M
- High resolution / high contrast Clarity Visual Systems 'Margay' displays
- Dynamax media scheduling and player system
- Remote connection for content management
- Monitored by Radiant Service
- Screen easily lowered for maintenance



For more information please contact Darach Kelly or Pdraig O'Neill